

NORTHERN ILLINOIS UNIVERSITY

**Problems and Variations in Hospitality Administration Programs Across
Illinois**

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By

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ABSTRACT (100 – 200 WORDS):

The title of my project is *Problems and Variations in Hospitality Administration Programs Across Illinois*. The purpose of this study is to determine the strengths and weaknesses of Northern Illinois University's (NIU) Hospitality Administration program in comparison to the other hospitality programs in Illinois. The goal of this study is to find out what is missing from our program. What do stronger programs have that we don't? Why is our enrollment not as high as we would like it to be? Are other programs offering more beneficial courses? To answer these questions, I researched the 40 hospitality programs in Illinois. This project includes the differences in college affiliation and program concentration between two and four year schools and private and public universities in Illinois. Next, the paper gives an overview of NIU's program requirements and course offerings. In addition, it takes a more detailed look at NIU's biggest competitors in the state and includes recommendations to make the program stronger for the future. If NIU is able to grow and adapt new practices in the classroom, the Hospitality Administration program will become more competitive in terms of enrollment and aid in the success of the students beyond graduation.

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Introduction

Hospitality programs all over the country vary tremendously in their course offerings and program requirements. Some focus on specific sectors of the hospitality industry while others give a broad overview of the industry as a whole. There are hundreds of programs across the country; however some are stronger than others. Northern Illinois University (NIU) is home to a successful hospitality administration program, but there is room for improvement. In order to find the program's strengths and weaknesses, I was given the opportunity to compare and contrast it to other programs across the state of Illinois. The project I have dedicated the last semester of my college career to is titled *Problems and Variations in Hospitality Administration Programs Across Illinois*. I have had the privilege of teaming up with two of the most influential professors of my time at NIU, Dr. Lan Li and Dr. Eunha Myung, in order to conduct this research. I have also had the opportunity to work closely with my classmate Christina Allen as we both are assisting Dr. Li and Dr. Myung better our program for the future.

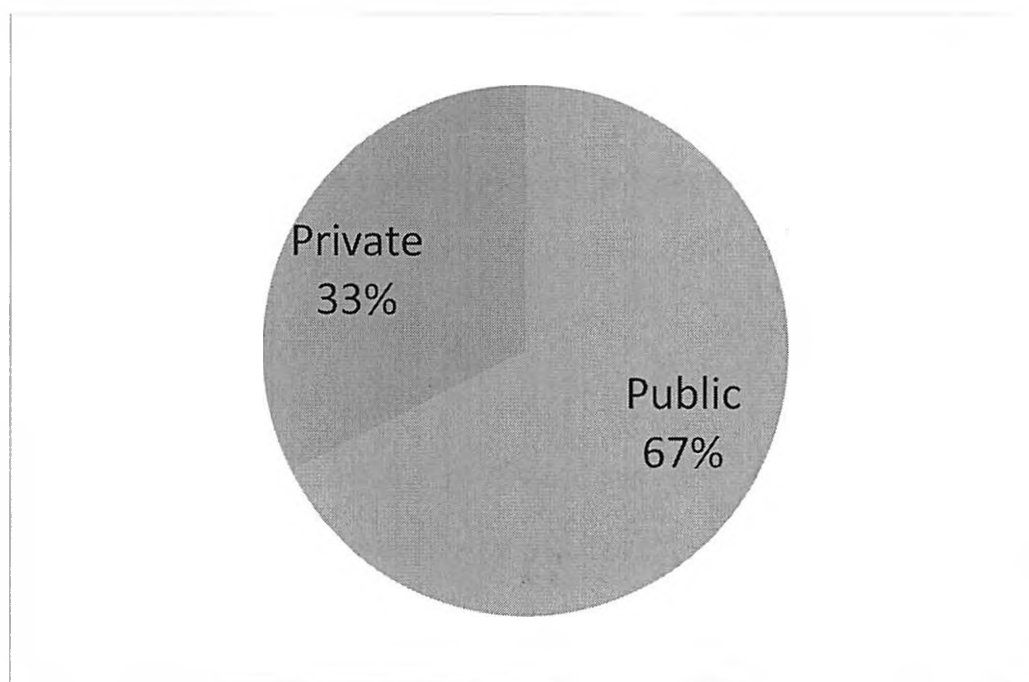
In order to share the information we have acquired, Christina and I had the opportunity to present our research at the 2012 Hospitality Administration Advisory Committee Meeting on April 13th. Industry professionals from the most successful hospitality companies such as Hyatt, White Lodging, Hollywood Casino, Panera Bread, Marriott International, and La Quinta Inn attended the meeting in order to discuss the industry updates as well as the future development of NIU's hospitality program.

Christina and I first began by contacting nearly 200 colleges and universities in Illinois in order to see if they offered some form of a hospitality program at their school. After finalizing the list, we came to the conclusion that 40 schools across the state have programs. For each of the 40 schools, we gathered information such as location city, ownership (private or public),

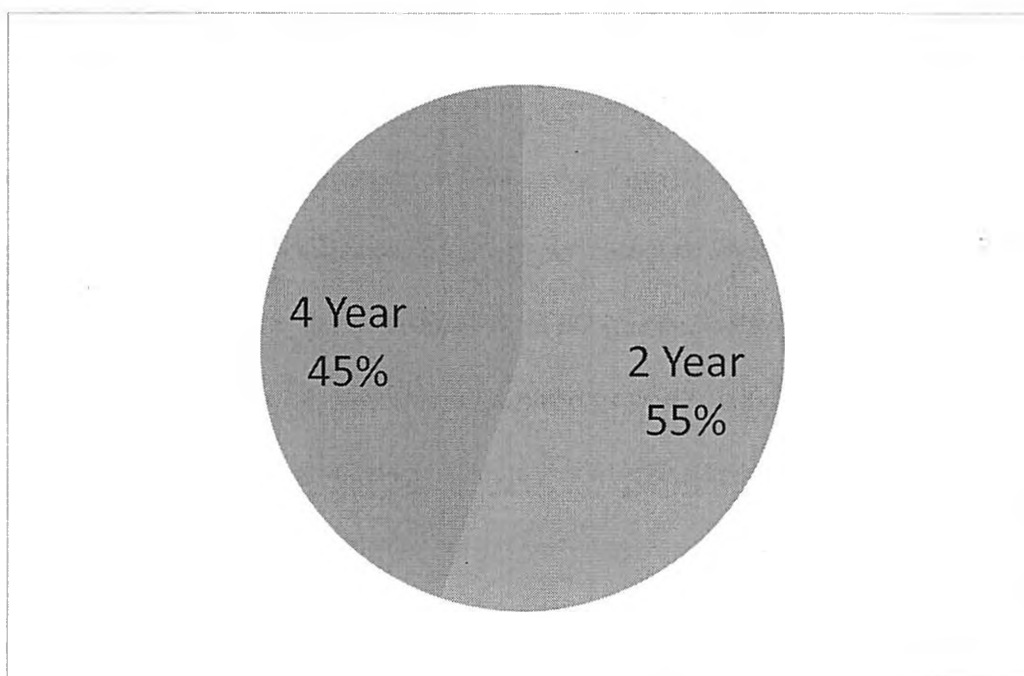
degree (two or four year), college affiliation, name of program, website, and contact information. The data is compiled in Form A in the Appendix. After finding out the basic information for each of the 40 schools, Christina and I took it a step further and researched each program's course offerings and program requirements. Once that information was compiled, I had the opportunity to study each of the programs and compare and contrast them to NIU's. In this paper I will be discussing the differences in college affiliation and program concentration in both two and four year schools, reviewing NIU's Hospitality Administration program, taking a closer look at NIU's biggest competitors, introducing the curriculum of the top three hospitality programs in the country, and recommendations to help make the program stronger for the future.

Programs in Illinois

After looking at nearly 200 colleges and universities in Illinois, it was determined that there are 40 schools in the state that offer hospitality programs. We concluded that 33% of the schools are private, while the remaining 67% are public.



In addition, we determined that 55% of the schools are two year programs, while the remaining 45% are four year programs.



We were interested to see if there were differences among college affiliation and program concentration between two and four year schools and private and public universities. We examined the courses that are offered, the college in which the program is housed in, and the areas of concentration that the program focuses on for each of the 40 programs in Illinois. I compared the findings in the following two sections.

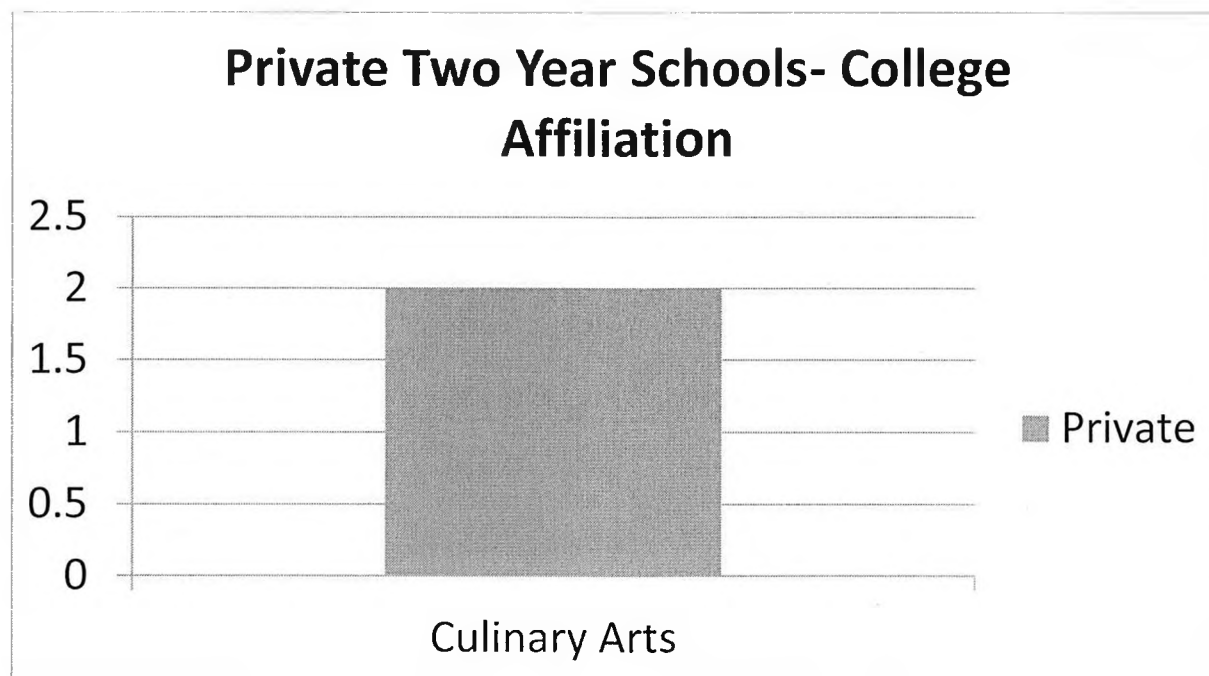
Two Year Programs

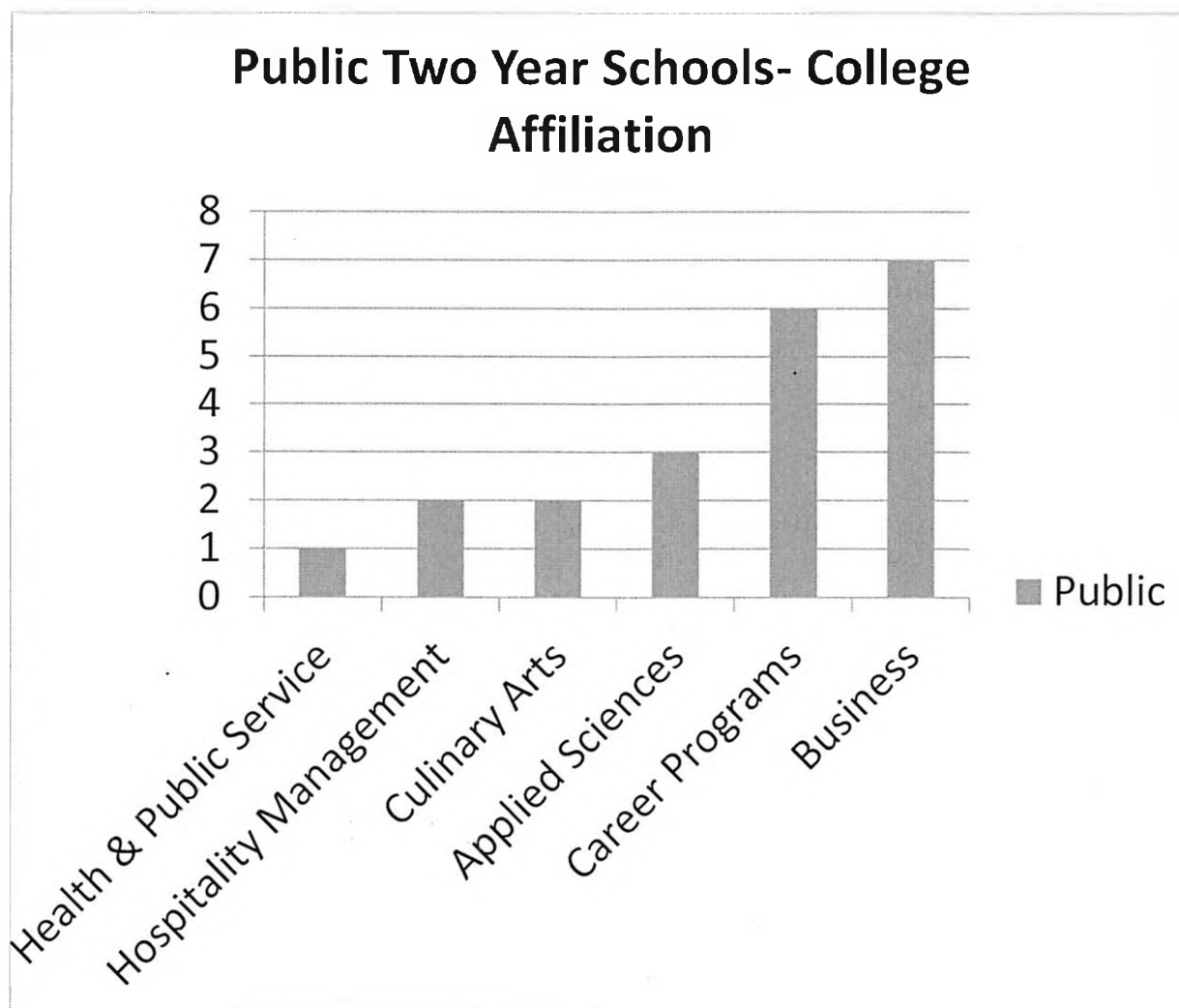
More than half of the schools that offer hospitality programs in Illinois are two year programs. Because they only have about half of the time that four year programs do to teach students the aspects of the industry, I was very interested to see how these programs were set up. The following is a list of the two year hospitality programs in Illinois:

- Private:
 - Le Cordon Bleu College of Culinary Arts in Chicago

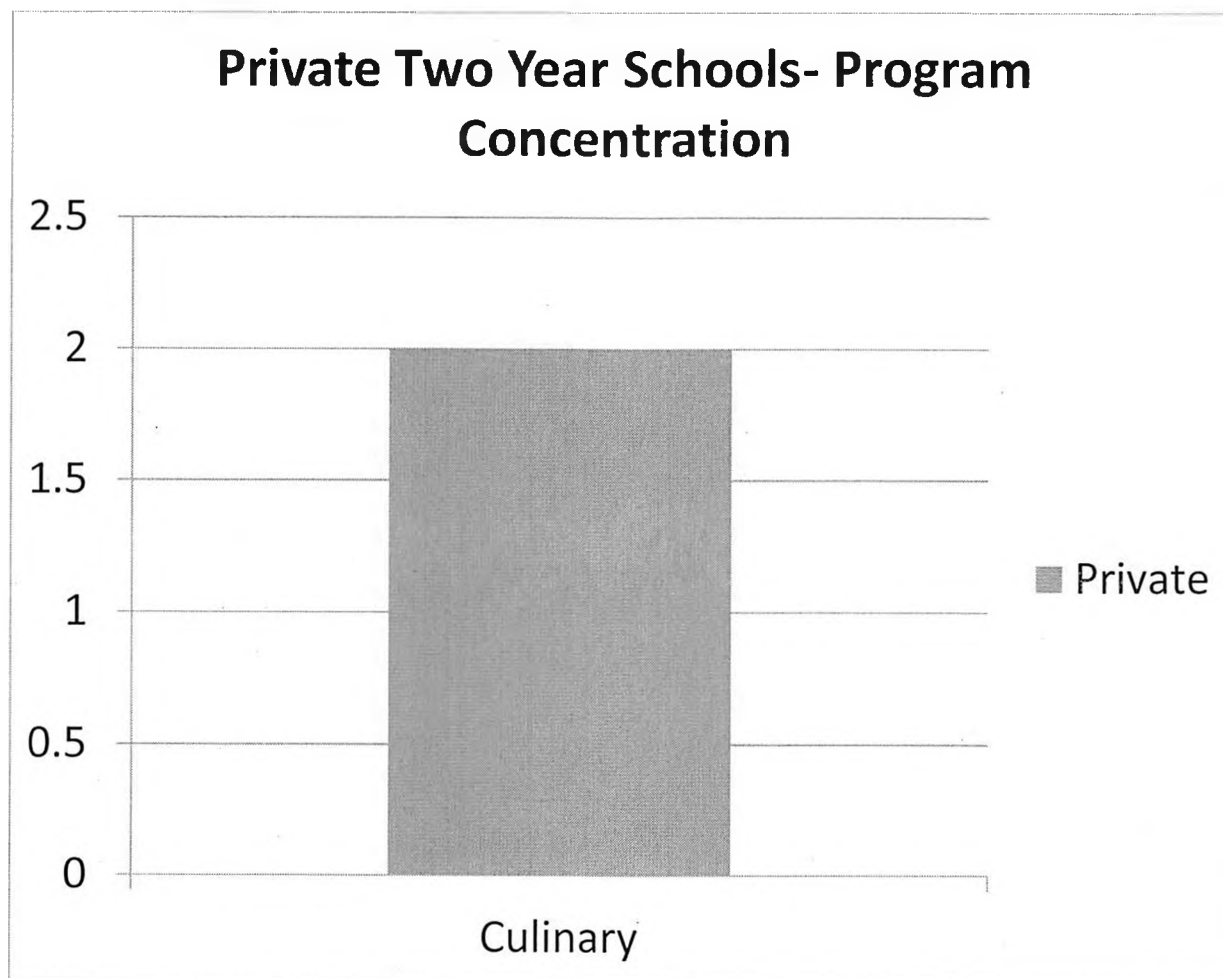
- Robert Morris University
- Public:
 - City Colleges of Chicago Harold Washington
 - College of DuPage
 - College of Lake County
 - Danville Area Community College
 - Elgin Community College
 - Fox College
 - Harper College
 - Illinois Central College
 - John A. Logan College
 - John Wood Community College
 - Joliet Junior College
 - Kaskaskia College
 - Lincoln Land Community College
 - Moraine Valley Community College
 - Parkland College
 - Richland Community College
 - Saint Augustine College
 - Southwestern Illinois College
 - The Illinois Institute of Art
 - Triton College
 - Rend Lake College

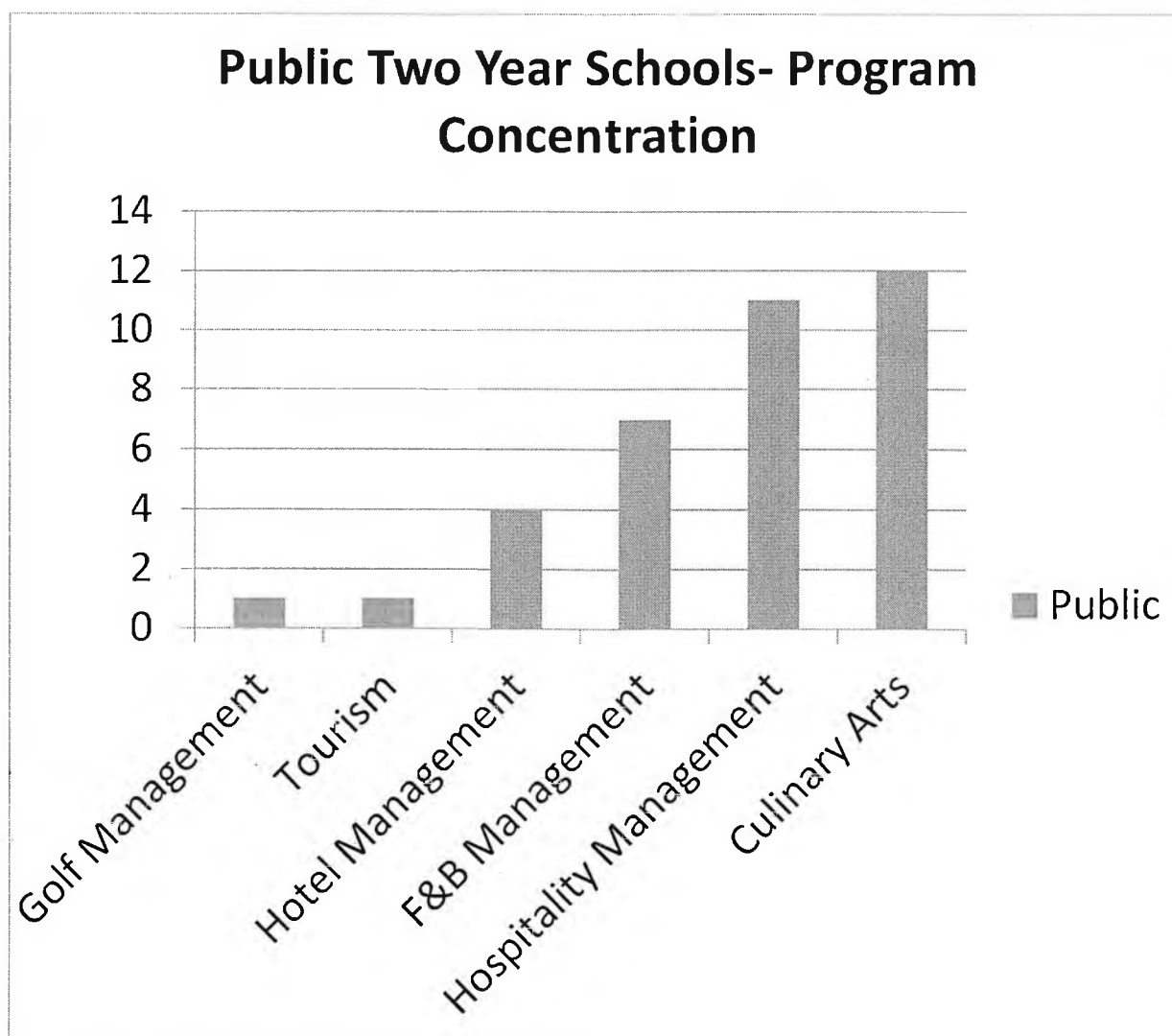
Next, are two charts comparing the college affiliation between the private and public two year schools:





The graphs indicate that the majority of the two year programs are affiliated in similar colleges. The only two year private programs that exist in Illinois are dedicated to culinary arts. The two year public schools offer a variety of college affiliations, however more than 75% of the programs are housed in the school of business, career programs, or applied sciences. Next, I took a step further to see what these programs are really focusing on. Are the programs simply offering a broad overview of the hospitality industry as a whole or are they offering courses that focus on specific sectors of the industry? The following two charts show the comparison of the program concentrations between the two year private and public schools:





As I mentioned early, the private universities focus solely on culinary arts. As for the two year public schools, the most common program concentrations are culinary arts or hospitality management. There are a few schools that focus on certain aspects of the industry such as hotels or food & beverage (F&B), but nearly 65% of the two year public schools concentrate on culinary arts or hospitality management. Overall, I found that the two year programs are unlikely to offer specific concentrations and more apt to focus on the broad overview of the hospitality industry as a whole.

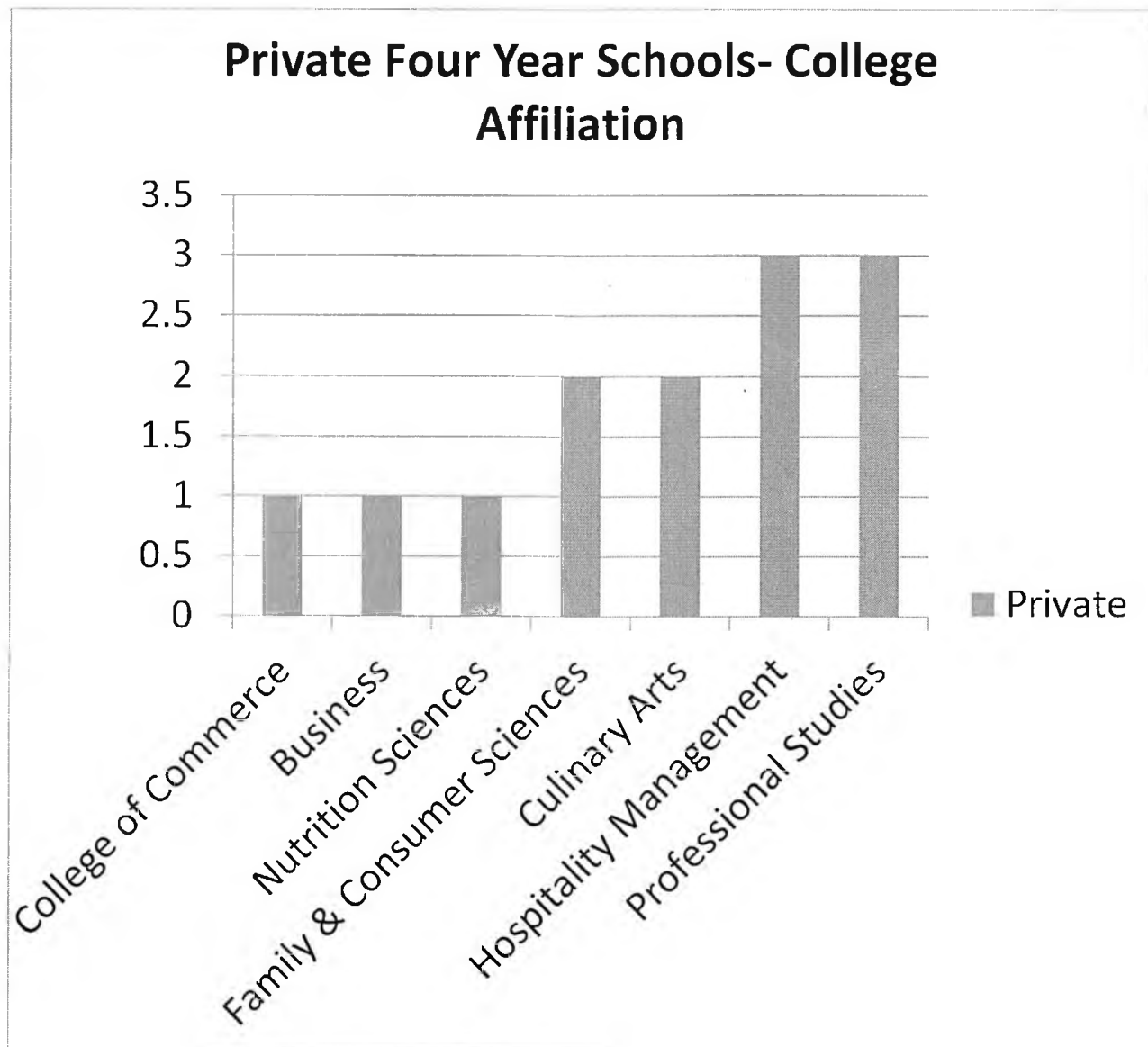
Four Year Programs

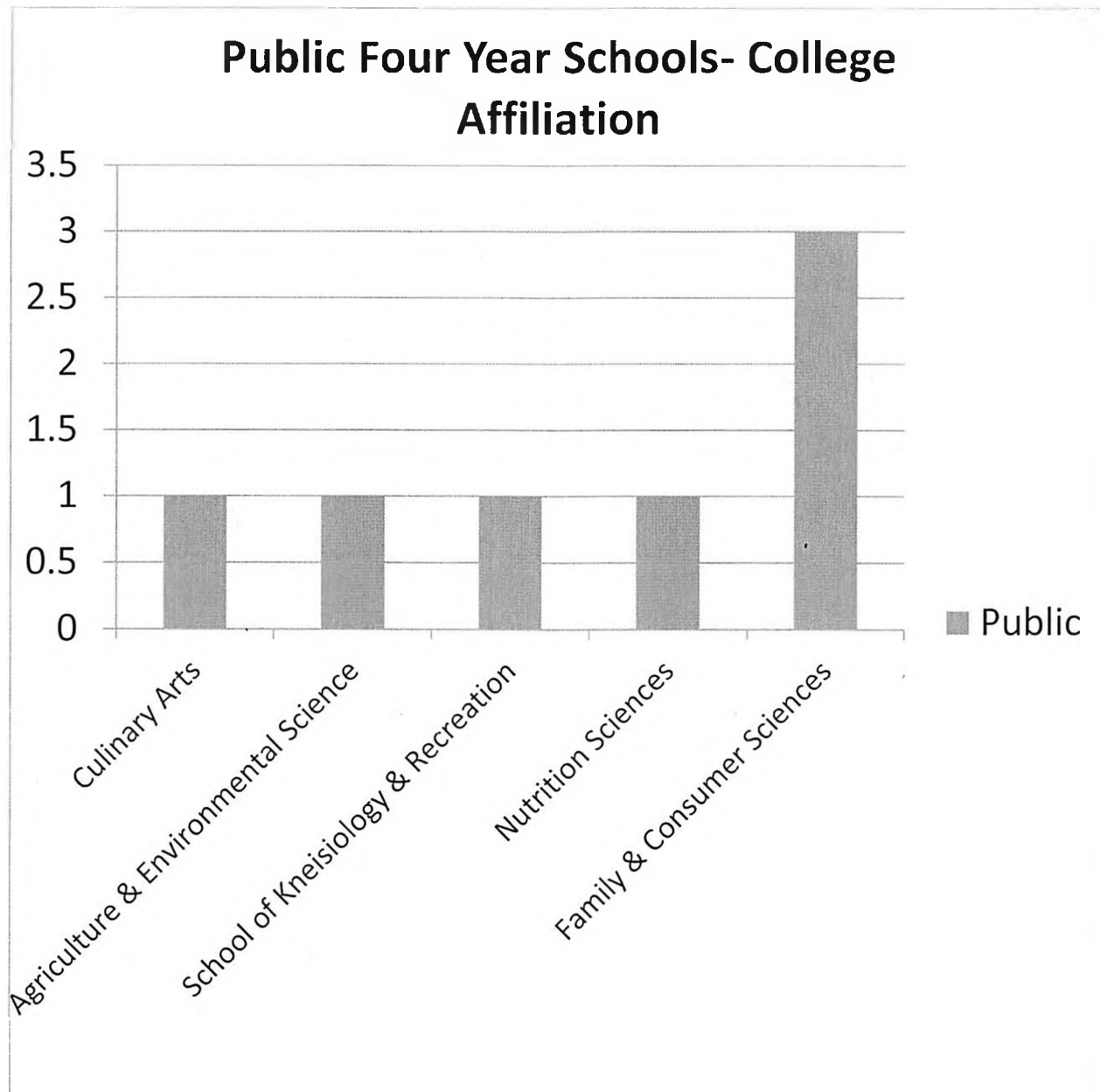
The next task was to do the same comparisons with the four year programs. 45% of the hospitality programs in Illinois are four year schools. Although there are slightly fewer schools in comparison to the two year programs, there is a more even distribution of private and public universities. The following list shows the four year schools in Illinois:

- Private:
 - Bradley University
 - DePaul University
 - Dominican University
 - Kendall College
 - Louis University
 - Lexington College
 - Olivet Nazarene University
 - Robert Morris University
 - Roosevelt University
 - Saint Xavier University
 - University of Phoenix
 - University of St. Francis
- Public:
 - Eastern Illinois University
 - Illinois State University
 - Northern Illinois University

- Southern Illinois University- Carbondale
- The Illinois Institute of Art
- University of Illinois at Urbana at Champaign
- Western Illinois University

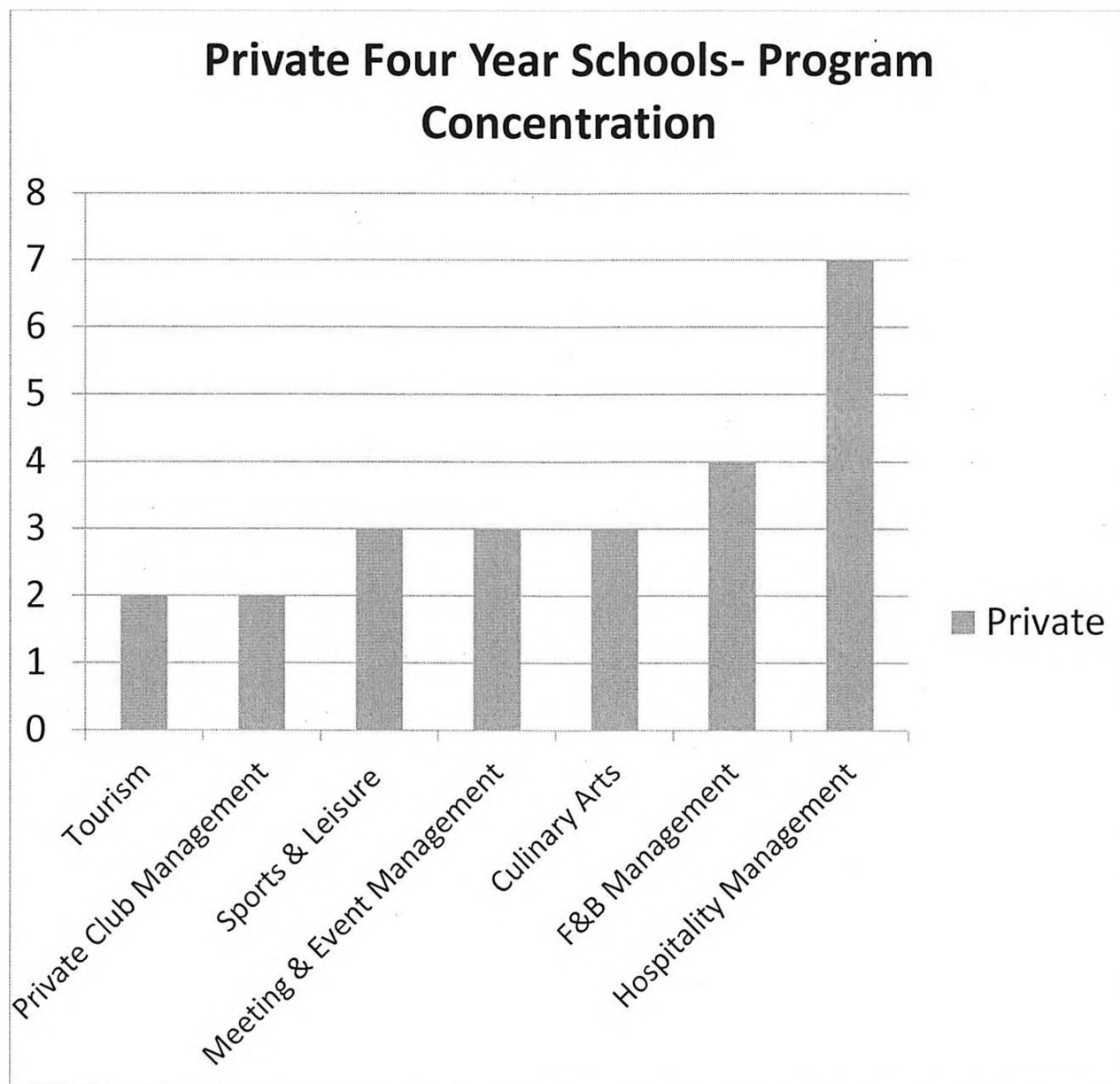
Next, are two charts comparing the college affiliation between the private and public four year schools:

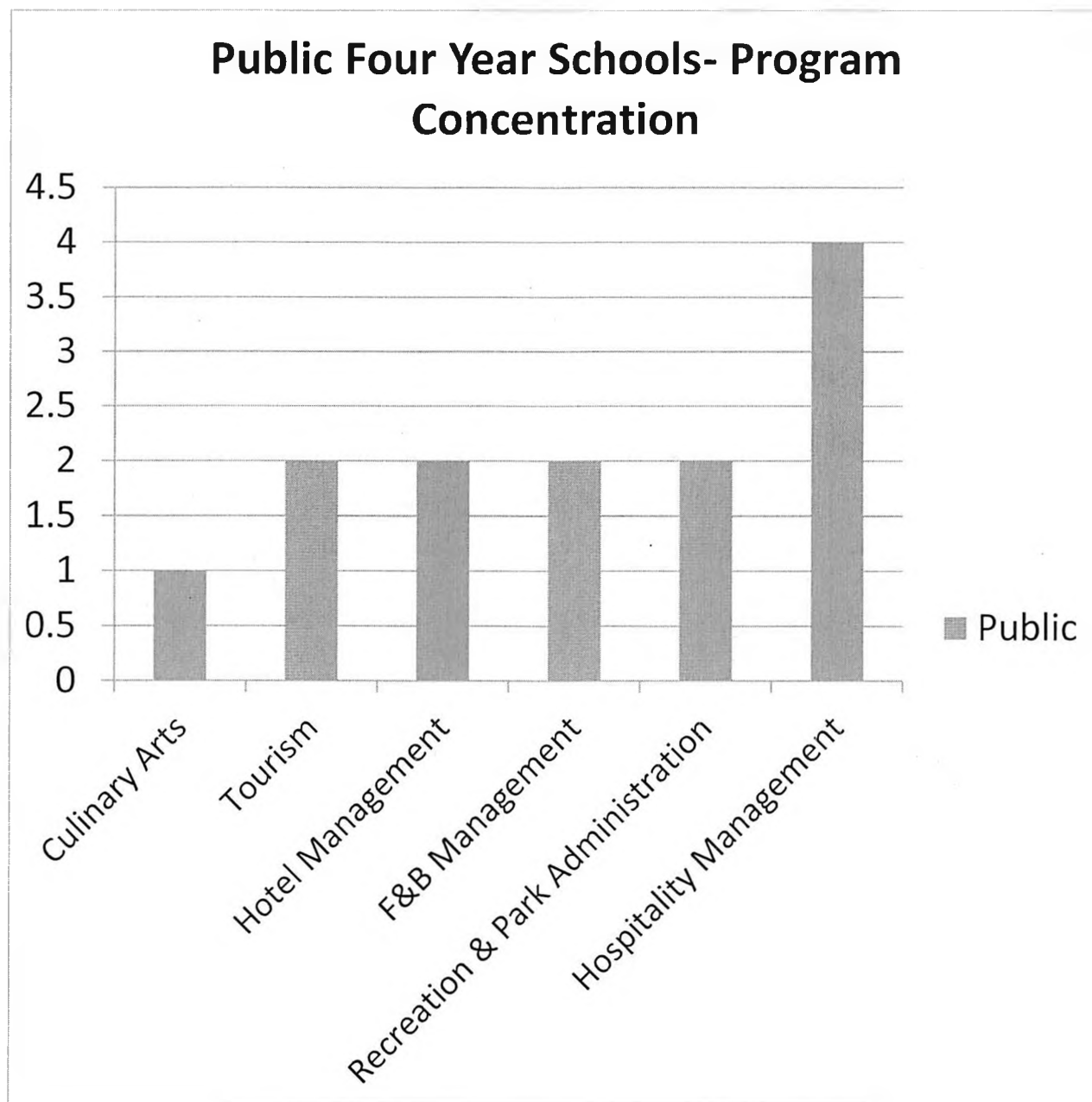




The charts are evidence that there is a wide range of college affiliations between the four year programs. The private universities are almost evenly distributed among a variety of affiliations, but the most common are in their own school of hospitality management or school of professional studies. It is only in the four year private universities where we see several schools that have their own college dedicated to hospitality management. The public universities are

scattered in departments ranging from nutrition to agriculture to recreation. They managed to have a fairly even distribution as well; however the most common college affiliation is with the school of family & consumer sciences. Once again, I took my research a step further to see what these programs are really focusing on. The following two charts show the comparison of the program concentrations between the four year private and public schools:





When I looked at the two year private schools, culinary arts was the only option.

However, with the four year private programs, that is no longer the case. There is a wide variety of options that concentrate on specific sectors in the industry in addition to the focus of the industry as a whole. 70% of the private schools offer concentrations other than hospitality management. In addition, 70% of the public schools focus on areas other than hospitality

management as well. After conducting my research, it seems that the four year schools have more room to concentrate on specific facets of the hospitality industry. Although there are a large number of schools who focus on hospitality management, there are a lot of other concentrations here such as recreation, hotel management, F&B management, casino management, club management, and meeting & events management. Recognizing the trends of all the programs in Illinois can better assist NIU with its future growth. It helps answer the question of if we are falling behind, right on track, or moving ahead. The following section is an overview of NIU's Hospitality Administration program.

Northern Illinois University's Program



Northern Illinois University

In order to determine how NIU's hospitality program can improve, it needs to be analyzed. I needed to identify its strengths and weaknesses and I did this by breaking down its curriculum. The following information is what the program consists of:

- 4 year public university
- College Affiliation: College of Health & Human Sciences
- Program: Nutrition, Dietetics, and Hospitality Administration
- Concentration: Hospitality Administration
- Course Offerings:
 - Quantity of Food Production

- Lodging Operations
- Meeting and Convention Management
- Multiple courses in hospitality service and management

NIU is mainly focused on hospitality management as a whole, but it does lean a little bit toward food service. This is a result of what the program was focused on twenty years ago when it first began. One of the biggest weaknesses in this program is that besides food service, the other areas of the industry only get focused on in one class. There is one class for lodging operations, meeting & events, and tradeshow management. These classes give a nice overview of those sectors, but for someone that wants to make their career in lodging or events, it would be nice to have a few more hands-on classes.

As for the foodservice focus, there are several great classes offered. One of the best classes required in this program is Quantity of Food Production. This class is held inside Ellington's Restaurant in the Holmes Student Center. This class not only teaches you the importance of teamwork, but what it is like to be a manager of the different areas of the restaurant business. There is a lot of work that goes into the industry, so this class definitely works as an eye-opener. No matter what sector of the industry students hope to go into upon graduation, they can utilize skills they learned in Quantity of Food Production in their future careers. In addition to this class, NIU offers a food preparation lab, catering operations, and cultural food patterns.

One of NIU's strengths is the amount of classes they offer on the service, management, and business side of the hospitality industry. Hospitality Administration students are encouraged to minor in Business Administration to ensure that they have a core business background. In addition, the hospitality program offers beneficial classes inside of the college as well such as

Hospitality Service, Managing Human Resources, Managerial Accounting in the Hospitality Industry, and Strategic Management in the Hospitality Industry. These classes focus on guest service recovery, revenue management, competitors in the industry, and the importance of building a strong and efficient team.

The last two requirements that I feel strengthen our program are the professional seminar and the internship. The professional seminar may only be a one credit hour course, but it is a vital role in the success of the students in their first interviews. This course assists students in writing resumes, cover letters, and creating a portfolio to show to employers in the interview process. It also teaches the dos and don'ts of professional attire. Lastly, many industry professionals come into the classroom to talk about their experiences and answer any questions students may have so this course works as a great networking opportunity.

The internship is probably the most important aspect of a student's journey through the program. The knowledge gained through coursework is great, but it is not until students get the real work experience that they can implement the things they learned in the classroom. The internship requires students to work 300 hours in a professional hospitality facility. Many students who complete their internship often have a job offer upon graduation so the internship is a great way to get your foot in the door. Internship sites can be sought out individually, or students can use the help of the department to assist in finding a location. Students are required to submit weekly journal entries about what is going on at their internship and are also responsible for having their employer send in evaluation forms on how they are performing on the job. A more detailed look at the course offerings and program requirements can be found on Form B in the Appendix ("Hospitality Administration Home").

Overall, NIU is home to a successful hospitality program, but there is room for improvement. Before I discuss the recommendations that have the potential to better this program for the future, it is necessary to take a deeper look at NIU's biggest competition in the state of Illinois. The schools I will be looking at more closely are DePaul University, Illinois State University, Eastern Illinois University, Southern Illinois University-Carbondale, University of Illinois at Urbana Champaign, and Western Illinois University. These state schools have hospitality programs of their own and are NIU's biggest competitors in terms of enrollment. I studied their course offerings and program requirements in order to determine what their program offers that ours does not. Although each of the hospitality programs in the state varies tremendously, it is important to research different curriculums so that NIU can recognize its strengths and weaknesses.

DePaul University

DEPAUL
UNIVERSITY



- 4 year private university
- College Affiliation: College of Commerce
- Program: Hospitality Leadership
- Concentration:
 - Event management
 - Food and beverage management

- Lodging management
- Non-profit hospitality leadership
- Private club management
- Course Offerings:
 - Multiple courses in hospitality leadership and service.
 - Multiple courses geared towards each of the five concentrations.

DePaul University is home to one of the newest hospitality programs, however each year the number of students continually increases. This program requires the students to take 40 hours of courses dedicated to hospitality leadership, hospitality service, and two internships. In addition to that, students then have the freedom to take classes based on their concentration of choice. For each concentration, there are about 10 courses that are focused on a certain sector of the industry. For example, a student emphasizing in lodging management has the opportunity to take classes such as resort & spa management, casino management, and time share management.

In addition, when a student is at a senior status and is in their final year of completing the program, they are required to select a specialization. These specializations are leadership, entrepreneurship, hospitality real estate, revenue management, sales leadership, and virtual marketing. The last aspect of this program that makes it even stronger is that it requires all of the students to become ServSafe certified. ServSafe is an industry wide certification in the F&B industry. Although not all students are concentrating on food service, it is still a great certification to have. A lot of employers today ask potential employees if they have this certification. DePaul graduates may get more job opportunities since they acquire this certification. A more detailed look at the course offerings and program requirements can be found on Form C in the Appendix ("Hospitality Leadership").

Eastern Illinois University



- 4 year public university
- College Affiliation: Family and Consumer Sciences
- Program: Apparel & Textiles, Consumer Studies, Hospitality, and Merchandising
- Concentration: Hospitality Management
- Course Offerings:
 - Lodging Operations
 - Advanced Lodging
 - Quantity Food Production
 - Cost Control
 - Travel and Tourism
 - Destination Management

Eastern Illinois University's (EIU) program is the most similar to NIU's. They offer the broad concentration of Hospitality Management and there is not a high level of concentration on specific sectors of the industry. Also, the department is housed in a similar college to that of NIU's and the program shares its name with several other areas of focus. EIU does offer a few courses that differentiate itself from NIU. Although they don't have concentrations, they do offer multiple courses in certain areas such as lodging operations and advanced lodging. Some of the

unique courses that they offer focus on cost control, travel and tourism, club management, and destination management. EIU offers Quantity of Food Production as well, which is very important. The major weakness of this program is that the internship is an elective. The students are not required to do one. An internship is the most beneficial way for students to get real hands-on experience and to find what sector is their true passion in the industry. A more detailed look at the course offerings and program requirements can be found on Form D in the Appendix ("Eastern").

Illinois State University

ILLINOIS STATE UNIVERSITY



- 4 year public university
- College Affiliation: School of Kinesiology and Recreation
- Program: Recreation and Park Administration
- Concentration: Recreation Management
- Course Offerings:
 - Recreation, Tourism and Sport
 - Human Resources
 - Professional issues in Recreation and Park Administration
 - Administration of Leisure Service Organizations
 - Planning and Design of Recreational Facilities

Out of all the competitors, Illinois State University (ISU) is the least competition for NIU. The program focuses on an entirely different area of the hospitality industry and that is the recreation part. This includes tourism, sports, park administration, and leisure services. There are multiple courses offered based on recreation management and services, but the rest are focused on specific areas such as event planning, design of recreation facilities, and issues that can be faced in the industry. Students of this program are required to do an internship. Some of the common internship sites for Recreation Management students are park districts, theme parks, cruise ships, sports facilities, and resorts. A more detailed look at the course offerings and program requirements can be found on Form E in the Appendix ("Recreation").

Southern Illinois University- Carbondale



- 4 year public university
- College Affiliation: College of Agricultural Sciences
- Program: Hospitality and Tourism Administration
- Concentrations:
 - Foodservice Management
 - Lodging Management
 - Tourism Management

- Course Offerings:
 - Extensive courses in nutrition
 - Beverage Management
 - Quantity of Food Production
 - Purchasing Management in the Hospitality Industry
 - Food & Beverage Cost Control
 - Dimensions of Tourism
 - Front Office Management
 - Multiple courses in hospitality service and management

Southern Illinois University- Carbondale (SIUC) is home to the only accredited hospitality program in Illinois. According to the Accreditation Commission for Programs in Hospitality Administration, "Accreditation is a status granted to an educational institution or a program that has been found to meet or exceed stated standards of educational quality," ("ACPHA"). Because SIUC has multiple concentrations, they have a wide variety of courses that cover different areas of the industry. The program is housed in the Department of Animal Science, Food and Nutrition which is probably why they require so many courses related to nutrition. Similar to NIU, SIUC utilizes an on-campus restaurant and kitchen to hold their Quantity of Food Production class. They also use a hotel and conference center located in the middle of campus to teach courses as well. The program requires students to do a six month long internship, or two 400 hour internships. Requiring students to do multiple internships is really beneficial. It gives them the opportunity to work in different areas of the industry and see how different companies are run. The biggest strength of this program is its concentrations. Offering concentrations mean more courses will be offered and students will have the opportunity to focus

on the specific area they are interested in. A more detailed look at the course offerings and program requirements can be found on Form F in the Appendix (“Hospitality and Tourism”).

University of Illinois at Urbana-Champaign



- 4 year public university
- College Affiliation: College of Agricultural, Consumer, and Environmental Sciences
- Program: Food Science and Human Nutrition
- Concentration: Hospitality Management
- Course Offerings:
 - All courses focus on food service
 - Hospitality Purchasing
 - Management of Fine Dining

Although the University of Illinois's (U of I) program is titled Hospitality Management, it is strictly focused on F&B management. All of the classes are geared towards nutrition, food production, sanitation, and management. The program differs slightly from the others as it is very science based with extensive courses on nutrition. U of I has two food service establishments on campus that are utilized for multiple classes. Having these facilities truly gives students that hands-on work experience. In addition, students must complete a 320 hour

internship in a professional institution to complete their degree. A more detailed look at the course offerings and program requirements can be found on Form G in the Appendix (“Undergraduate”).

Western Illinois University



WESTERN
ILLINOIS
UNIVERSITY

- 4 year public school
- College Affiliation: College of Education & Human Services
- Program:
 - Dietetics, Fashion Merchandising & Hospitality
 - Concentration:
 - Hotel/Restaurant Management
 - Course Offerings:
 - Quantity of Food Production
 - Operation of Lodging Property Systems
 - Front Office Management
 - Bar and Beverage Management
 - Introduction to Club Management
 - Hospitality Management Travel Studies

- Multiple courses with hands on learning
- Recreation, Park & Tourism Administration
 - Concentrations:
 - Adventure Recreation & Camp Administration
 - Leisure Services Management
 - Natural Resources Recreation Management
 - Therapeutic Recreation
 - Tourism Management
 - Course offerings:
 - Park Maintenance and Operations Management
 - Special Event Planning and Management
 - Resort Management
 - International Tourism
 - Multiple courses in Leisure Services

Western Illinois University (WIU) offers two programs. The first program concentrates on hotel and restaurant management. This program does not only offer lodging and food service management courses in the classroom, but they have many opportunities with hands-on learning. In addition to requiring the students to complete a 240 hour internship in the hospitality industry, WIU offers a class titled Professional Experience in Food Service/Lodging Operations. In this class students are appointed as the manager of a department and are responsible for the daily operations of a selected establishment. They are responsible for all the duties of a manager such as marketing, finances, and supervision. In addition, WIU offers an elective class titled Hospitality Management Travel Studies. This class is similar to a study abroad program. It gives

the students the opportunity to tour international and domestic facilities within the hospitality industry. Because it focuses on two sectors of the hospitality industry, this program offers a nice variety of classes (*Hotel*).

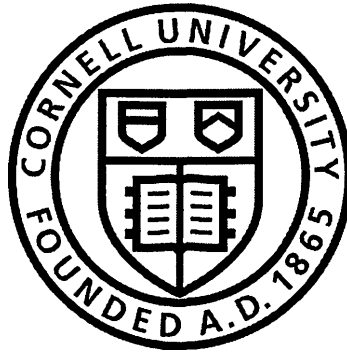
The second program that WIU offers is Recreation, Park & Tourism Administration. There are many concentrations offered under the umbrella of recreation which gives the students the opportunity to focus on what they truly are interested in. With five concentrations, there is a wide variety of courses to choose from. Similar to WIU's hospitality program, this major offers multiple hands-on experience classes. The course titled Traveling Workshop gives students the chance to travel to different recreational facilities and observe the daily operations. In addition, students are required to complete an internship in leisure services to complete their program. Students who graduate with this degree often find careers in event management, private clubs, fitness centers, community recreation, entertainment & sport venue management, youth organizations, outdoor recreation, and resort recreation. A more detailed look at the course offerings and program requirements can be found on Form H in the Appendix (*About*).

Top Three Programs in the Country

Although there are several schools in Illinois that offer great programs, I wanted to discover what even stronger programs consist of. To do this I looked at the top three programs in the country; Cornell University, Michigan State University, and University of Nevada, Las Vegas. Before I go into detail about any of these programs, it is important to recognize the size of them. When programs are so well-branded and have hundreds of faculty members, it is a lot easier to offer more courses. These programs don't limit students to hotel or F&B management. They cover all areas of the hospitality industry and give the students the freedom to study what they are most interested in. Although NIU may never have the same funding or amount of

instructors that these programs have, it is still beneficial to see what these programs consist of that makes them so successful ("The 20").

Cornell University



Cornell University is affiliated in its own school titled The School of Hotel Administration. Now although the title includes the word hotel, it covers far more than just that. It not only provides students with an extensive background in business areas such as finance, accounting, marketing, operations, entrepreneurship, leadership, and management, but it also offers a variety of concentrations. These concentrations include hotel management, F&B management, casino management, club management, and spa management. The school offers about 175 courses for the students to choose from. They are able to do this because the department is home to 200 faculty members. The students are required to work 800 hours in the hospitality field and have the opportunity to apply the things they learned in the classroom at the Statler Hotel, which is a luxury hotel located in the center of campus. With the amenities, requirements, course offerings, and size of the faculty, it is not surprise that Cornell is the top hospitality program in the country ("Academics").

Michigan State University



Michigan State University (MSU) is ranked as the second top hospitality program in the country. The program resides in The School of Hospitality Business. This program focuses on both the business aspects of the industry as well as specific sectors. There are core requirements that every student must take that focus on hospitality business, but once those courses are completed, the student has the freedom to select courses from the list of 26 electives that most interest them. They offer courses based on casinos, clubs, hotels, F&B, and meetings & events. They even offer courses that specialize in wine. Students in this program are required to work two internships in order to graduate which results in 800 hours of work experience in the industry ("The School").

University of Nevada, Las Vegas



The program at University of Nevada, Las Vegas (UNLV) is affiliated with The College of Hotel Administration. This program offers several concentrations; gaming management, meetings and events, professional golf management, lodging and resort management, and restaurant management. After viewing the program concentrations, it is clear that UNLV is very

unique. It is one of the only programs to offer gaming management as well as golf management. This university takes internships and work experience very seriously as well. For example, if concentrating in professional golf management, students are required to work a sixteen month internship at approved golf facilities. In addition, UNLV provides facilities on campus such as hotels and gaming areas to aid in the learning of these concentrations ("William").

Strengths of the Top Three Programs in the Country

The characteristics that these universities have in common that make them so strong are their college affiliation, program concentration, requirements, and course offerings. First off, each program is housed in their own school or college. Instead of being under the business or consumer sciences umbrella, they are all well-established programs that are recognized. Unlike many other programs, these ones are not hidden. It is easy to come across them because they are so well branded. The next strength is the program concentrations. Many of the schools across Illinois broadly concentrate on hospitality management or focus only on hotels and F&B. Cornell, MSU, and UNLV offer various concentrations. This gives students the ability to concentrate on the area they plan to focus their career on.

Third, the requirements of these three programs are very beneficial to the students. They don't only require the students to take college courses, but they insist that they immerse themselves in the industry and get real, hands-on work experience. 800 hours of work experience in the industry is a lot of time. Not everything can be learned in the classroom so the fact that these universities encourage their students to get extensive work experience is invaluable. Lastly, the courses offered in these programs make them even stronger. Each of these programs offers so many courses to select from. This gives students the opportunity to become experts in their particular field of study as well as have the option to explore some areas that are unfamiliar to

them. Although smaller programs may not have the staffing or amenities that these top three ranked universities do, there are a few things that can be learned from them.

Recommendations

NIU's Hospitality Administration program has come a long way since it was first established. Changes have been made as the program has progressed, however there is room for improvement. After researching the 40 hospitality programs in the state of Illinois, taking a detailed look at NIU's biggest competitors, and reviewing the curriculum of the top three hospitality programs in the country, I have several recommendations to make the program stronger.

The first thing that NIU should strive for is to have a better established brand name. For example, NIU is well known for their College of Business and Loyola University Chicago is well known for their School of Nursing. What NIU needs is for students who are graduating high school and are interested in the hospitality field to be aware that NIU is home to a strong hospitality program. Something like this cannot happen overnight, but steps can be implemented in order to get the brand out there. Currently NIU's hospitality program is shared with another focus. The program is titled Nutrition, Dietetics, and Hospitality Administration. Perhaps by separating themselves from that title can give the program a little more independence. It would be even better if the program could be affiliated with its own School of Hospitality Management, however I realize that something like this would take time and funding to implement. In order to accomplish something of that nature, the program itself needs to get bigger. I think that the focus should be increasing its size in incremental measurements each year.

Before more courses or concentrations can be offered, NIU needs more faculty members. The hospitality program currently has two instructors. It is nearly impossible to offer a wide

variety of classes when there are only two people qualified to teach them. If NIU adds a few more members to the strong staff it already has then a lot of doors will open up for the program. More specific concentrations could be introduced such as hotel, F&B, and meeting & event management. More concentrations results in more course offerings. Similar to DePaul's and SIUC's programs, these courses could focus on specific areas of interest rather than a broad overview of the industry. To compete with the other programs in the state, NIU should look into expanding their concentration beyond hospitality management.

The previous recommendations can all help NIU's program become more successful, but building a stronger brand name and offering multiple concentrations is unlikely to happen in the immediate future. Those things will take years to accomplish. However, it is very important to start moving forward now. There are a few things that NIU can start with the faculty and facilities we already have. To start off, the program should utilize the on-campus facilities more often. In the center of campus we have the Holmes Student Center (HSC) Hotel, Ellington's Restaurant, and the Duke Ellington Ballroom. I often wonder why only one of these amenities is being utilized in NIU's Hospitality Administration program. The HSC kitchens and Ellington's Restaurant both play a vital role in the production and service of the Quantity of Food Production class, but what about the HSC Hotel? At some point during an NIU hospitality student's career, there is a tour of the hotel, but why not have a class similar to WIU's Professional Experience in Food Service/Lodging Operations course? There might have to be a cap on the number of students allowed in the class per semester, but students could take turns each week in the different departments of the hotel. In addition, the Duke Ellington Ballroom could be utilized in the meeting & events course offered at NIU. Seeing floor plans of a real meeting space as well as assisting in the planning of a real event could be really beneficial to students.

I realize we are in the midst of tough economic times, but there are solutions available that won't break the bank. We are currently underutilizing existing resources. Many schools don't have a hotel in the center of their campus that is available to them. The program should be taking advantage of the amenities that have the potential to enhance the students' education. In addition, by adding staff and courses each year, eventually we can have that well-established brand name. In order for the program to grow, risks have to be taken. If more instructors are available, more courses can be offered, and more students will be attracted to the program. As it continues to grow, NIU's Hospitality Administration program can eventually separate itself and develop into a highly sought after institution in the future. If changes are implemented and steps are slowly taken, NIU has the potential to be the home of a very successful hospitality program.

Conclusion

After researching the 40 hospitality programs in the state of Illinois, I have furthered my knowledge on what other programs consist of. I concluded that NIU has a successful program, however there are some programs that are stronger. By identifying the strengths and weaknesses of other programs, new practices can be implemented to improve the success of NIU's Hospitality Administration program. Offering a wider variety of classes as well as introducing more program concentrations are just a couple of the ways that NIU can follow some of the stronger programs to make our curriculum more attractive to prospective students. The process of creating a well-established brand name out of the hospitality program at NIU will call for some changes in the current curriculum and take some time, but each and every step forward will lead us in the direction to future success. I have very high hopes for NIU's Hospitality Administration program and I am excited to see the development in the future.

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Appendix: Form A

Institution	Ownership	Location
Bradley University	Private	Peoria
City Colleges of Chicago Harold Washington	Public	Chicago
College of Dupage	Public	Glen Ellyn
College of Lake County	Public	Grayslake
Danville Area Community College	Public	Danville
DePaul University	Private	Chicago
Dominican University	Private	River Forest
Eastern Illinois University	Public	Charleston
Elgin Community College	Public	Elgin
Fox College	Public	Bedford Park
Harper College	Public	Palatine
Illinois Central College	Public	East Peoria
Illinois State University	Public	Normal
John A. Logan College	Public	Carterville
John Wood community College	Public	Quincy
Joliet Junior College	Public	Joliet
Kaskaskia College	Public	Centralia
Kendall College	Private	Chicago
Lewis University	Private	Romeoville
Lexington College	Private	Chicago
Lincoln Land Community College	Public	Springfield
Moraine Valley Community College	Public	Palos Hills
Northern Illinois University	Public	DeKalb
Olivet Nazarene University	Private	Bourbonnais
Parkland College	Public	Champaign
Rend Lake College	Public	Ina
Richland Community College	Public	Decatur
Robert Morris University	Private	Orland Park, Chicago
Roosevelt University	Private	Chicago, Schaumburg
St. Augustine College	Public	Chicago
Saint Xavier University	Private	Chicago
Southern Illinois University Carbondale	Public	Carbondale
Southwestern Illinois College	Public	Granite City
Le Cordon Bleu College of Culinary Arts in Chicago	Private	Chicago
The Illinois Institute of Art	Public	Chicago, Schaumburg
Triton College	Public	River Grove
University of Illinois at Urbana- Champaign	Public	Urbana
University of Phoenix	Private	Chicago, Schaumburg
University of St. Francis	Private	Joliet
Western Illinois University	Public	Macomb

Appendix: Form A

Degree Type	College Affiliation
4 yr	Family & Consumer Science Education
2 yr	Business & Computer Information Systems
2 yr	Culinary and Hospitality Management
2 yr	Business Division
2 yr	Career Programs
4 yr	College of Commerce
4 yr	Department of Nutrition Sciences
4 yr	Family & Consumer Science
2 yr	Career & Technical Programs
2 yr	Business
2 yr	Business
2 yr	Business, Hospitality and Information Services
4 yr	Kinesiology and Recreation
2 yr	Health and Public Service
2 yr	Career & Workforce
2 yr	Career & Technical Education
2 yr	Career & Technical Programs
4 yr	Hospitality Management/Culinary Arts
4 yr	Professional and Continuing Education
4 yr	Hospitality Management
2 yr	Hospitality Programs
2 yr	Business
4 yr	Family, Consumer, and Nutrition Sciences
4 yr	Professional Studies
2 yr	Business and Agri-Industries
2 yr	Applied Science
2 yr	Workforce Development
2 yr & 4 yr	Culinary Arts
4 yr	Hospitality and Tourism Management
2 yr	Applied Science
4 yr	Continuing and Professional Studies
4 yr	Animal Science, Food & Nutrition
2 yr	Business Division
2 yr	Culinary Arts
2 yr & 4 yr	Culinary
2 yr	Hospitality Industry Administration
4 yr	Agricultural, Consumer and Environmental Sciences
4 yr	Business
4 yr	Arts & Sciences
4 yr	Education & Human Services

Appendix: Form A

Name of Program
Hospitality Leadership
Hospitality
Hospitality Management
Hospitality and Culinary Management
Golf Course Management
Hospitality Leadership
Food Industry Management
Hospitality Management
Culinary Arts & Hospitality
Hospitality and Travel
Hospitality Management
Hospitality Management
Recreation Management
Tourism Management
Restaurant Management
Culinary Arts Hospitality Management
Culinary Arts
Hospitality Management/Culinary Arts
Hospitality Administration
Hospitality Management
Hospitality Management and Services
Restaurant/Hotel Management and Culinary Arts Management
Hospitality Administration
Hospitality
Hospitality
Culinary Arts Management
Culinary Arts and Hospitality Management
Culinary Arts and Hospitality Management
Hospitality and Tourism Management
Culinary Arts
Business Administration with Hospitality Management Concentration
Hospitality and Tourism Administration
Culinary Arts & Food Management
Culinary Arts Program and Baking and Pastry Arts Program
Culinary Arts and Hospitality Management
Baking and Pastry, Culinary Arts, Hotel/Motel Management, Restaurant Management
Food Science and Human Nutrition concentration on Hospitality Management
Business with a Concentration in Hospitality Management
Department of Recreation, Sport & Tourism Management
Hospitality and Recreation, Park & Tourism Administration

Appendix: Form A

Website
http://www.bradley.edu/academic/departments/fcs/programs/hospitality/
http://www.ccc.edu/colleges/washington/programs/Pages/Hospitality-Associate-in-Applied-Science.aspx
http://www.cod.edu/programs/culinary/hospitality.aspx
http://www.clcillinois.edu/programs/hcm/index.asp
http://dacc.edu/programs/GolfCourseMgmt.pdf
http://www.depaul.edu/academics/undergraduate/majors/Pages/hospitality.aspx
http://www.dom.edu/academics/undergrad/majors/foodinmanage/
http://www.eiu.edu/famsci/bachelor.php
http://www.elgin.edu/catalogprograms/Depts.aspx?Catalog=2008&Dept=HOS&Show=Y
http://www.foxcollege.edu/programs/hospitalitytravel
http://goforward.harpercollege.edu/academics/areas/management/hospitality.php
http://www.icc.edu/bis/catalogDisplay.asp?id=1515
http://kinrec.illinoisstate.edu/rec_park_admin/rec_management/
http://www.jalc.edu/departmentspages/healthandpublicservice/tourismmanagement.php
http://www.jwcc.edu/academics/degrees/culinary-arts/
http://www.jjc.edu/academics/divisions/career-technical/culinary-hospitality/Pages/default.aspx
http://www.kaskaskia.edu/CulinArts/Default.aspx
http://www.kendall.edu/
http://www.lewisu.edu/academics/spce/index.htm
http://www.lexingtoncollege.edu/
http://ww3.llcc.edu/catalog/1731.htm
http://www.morainevalley.edu/Hospitality/
http://www.chhs.niu.edu/hospitality_admin/
http://www.olivet.edu/academics/SPS/consumers.aspx
http://www.parkland.edu/academics/departments/bai/hospitality.aspx
http://www.rlc.edu/aca/programdetail.php?id=97
http://www.richland.edu/programs/hosp
http://www.robertmorris.edu/culinary/courselist/hospitality/
http://www.roosevelt.edu/Catalog/Undergraduate/Degree.aspx?ID=242
http://www.staugustine.edu/index.php?src=gendocs&ref=academic_programs_culinary_arts
http://catalog.sxu.edu/Undergraduate/SCPS/bba.html
http://coas.siu.edu/default2.asp?active_page_id=331
http://www.swic.edu/CUL/
http://www.chefs.edu/chicago
http://www.artinstitutes.edu/chicago/culinary-802.aspx
http://www.triton.edu/CollegeCatalog/associate-in-applied-science-degree-requirements.htm
http://fshn.illinois.edu/undergraduate/hospitality
http://www.phoenix.edu/programs/degree-programs/business-and-management/bachelors/bsb-hm/v024.html
http://www.stfrancis.edu/academics/recreation-administration/curriculum/#track
http://www.wiu.edu/coehs/dfmh/undergraduate_programs/hrmanage.php

Appendix: Form A

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Appendix: Form B**NORTHERN ILLINOIS UNIVERSITY****Hospitality Administration****Requirements in School (42-43)**

- FCNS 200A - Principles of Food Preparation Credits: 3
- FCNS 200B - Food Preparation Laboratory Credits: 2
- FCNS 202 - Introduction to the Hospitality Industry Credits: 3
- FCNS 302 - Lodging Operations Credits: 3
- FCNS 316 - Hospitality Service Credits: 3
- FCNS 320 - Quantity Food Production Credits: 4
- FCNS 413 - Meeting, Event, and Convention Management Credits: 3
- FCNS 418 - Managing Human Resources in the Hospitality Industry Credits: 3
- FCNS 425 - Hospitality Administration Credits: 3
- FCNS 426 - Strategic Management in the Hospitality Industry Credits: 3
- FCNS 431 - Internship Credits: 1-15
- C. Hospitality Administration (6)
- Students must take 6 semester hours in this course
- FCNS 498 - Professional Seminar in Family, Consumer, and Nutrition Sciences Credits: 1

Two of the following (5-6)

- FCNS 201 - Human Nutrition Credits: 3
- FCNS 417 - Trade Show and Exhibition Management Credits: 3
- FCNS 424 - Cultural and National Food Patterns Credits: 3
- FCNS 427 - Catering Operations Practicum Credits: 2-3
- MGMT 335 - Organizational Behavior Credits: 3
- MKTG 325 - Buyer Behavior Credits: 3
- MKTG 350 - Principles of Selling Credits: 3

Requirements outside School (34-36)

- ACCY 206 - Introductory Financial Accounting Credits: 3
 - OR ACCY 288 - Fundamentals of Accounting Credits: 3
- BIOS 103 - General Biology Credits: 3 (Available for general education credit.)
 - OR BIOS 104 - General Biology Credits: 4 (Available for general education credit.)
 - OR BIOS 109 - Human Biology Credits: 3 (Available for general education credit.)
- CHEM 110 - Chemistry Credits: 3 (Available for general education credit.)
 - OR CHEM 210 - General Chemistry I Credits: 3 (Available for general education credit.)

- CHEM 111 - Chemistry Laboratory Credits: 1 (Available for general education credit.)
 - OR CHEM 212 - General Chemistry Laboratory I Credits: 1 (Available for general education credit.)
- ECON 260 - Principles of Microeconomics Credits: 3 (Available for general education credit.)
- MATH 210 - Finite Mathematics Credits: 3 (Available for general education credit.)
 - OR MATH 211 - Calculus for Business and Social Science Credits: 3 (Available for general education credit.)
- MGMT 217 - Legal Environment of Business Credits: 3
- MGMT 333 - Principles of Management Credits: 3
- MKTG 310 - Principles of Marketing Credits: 3
- MKTG 425 - Services Marketing Credits: 3
- PSYC 102 - Introduction to Psychology Credits: 3 (Available for general education credit.)
- STAT 301 - Elementary Statistics Credits: 4
 - OR STAT 208 - Basic Statistics Credits: 3 (Available for general education credit.)
 - OR UBUS 223 - Introduction to Business Statistics Credits: 3

Total Hours for Emphasis 1, Hospitality Administration: 76-79

*Information found on school website

"Hospitality Administration Home - NIU - College of Health & Human Sciences." *Hospitality Administration Home*

- NIU - College of Health & Human Sciences. Web. 04 Mar. 2012.

<http://www.chhs.niu.edu/hospitality_admin/>.

Appendix: Form C

DEPAUL UNIVERSITY

Course and Milestone Requirements

- HSP 1 Etiquette Dinner (*0 hours*)
- HSP 2 Delivering Global Hospitality Service Levels (*0 hours*)
- HSP 3 Hospitality Community Service (*0 hours*)
- HSP 100 Introduction to Hospitality
- HSP 201 International Hospitality Service & Experience Management (*2.0 hours*)
- HSP 202 Hospitality Business Operations (*2.0 hours*)
- HSP 203 Hospitality Leadership Forum I (*2.0 hours*)
- HSP 204 Hospitality Leadership Forum II (*2.0 hours*)
- HSP 206 Hospitality Ratio & Data Analysis (*2.0 hours*)
- HSP 207 Hospitality Law & Ethics (*taken in Commerce Core*)
- HSP 301 Service Leadership Speaker Series I (*1.0 hour*)
- HSP 302 Service Leadership Speaker Series II (*1.0 hour*)
- HSP 303 Hospitality Internship I (*2.0 hours; taken in Liberal Studies Program: JYEL*)
- HSP 304 Hospitality Internship II (*2.0 hours; taken in Liberal Studies Program: JYEL*)
- ICS 396 Hospitality Strategy (*taken in Commerce Core*)
- Hospitality Leadership Concentration:
 - Minimum 12.0 hours as specified for the concentration chosen
- Hospitality Leadership Specialization:
 - Minimum 12.0 hours as specified for the specialization chosen
- Hospitality Leadership Milestones:
 - ServSafe Alcohol™ Certification or TIPS
 - ServSafe® Manager Certification

Hospitality Leadership Concentrations

A student majoring in Hospitality Leadership must select and complete at least one Hospitality Leadership concentration totaling at least 12.0 hours as part of the major requirements.

Private Club Management

- HSP 320 Club Management
- HSP 321 Food Production Management (*2.0 hours*)
- HSP 322 Quantity Food Management (*2.0 hours*)
- One more course to be chosen from:
 - HSP 323 Advanced Club Management
 - HSP 332 Beverage Management
 - HSP 333 International Wine Education & Management

- HSP 352 Special Event Management
- HSP 381 Hospitality Risk Management
- HSP 398 Special Topics: Hospitality Leadership
- HSP 399 Independent Study (*with approval*)
- MGT 340 Leadership in Sports: Lessons for Coaching in the Workplace
- MGT 356 Sports Management

Food & Beverage Management

- HSP 330 Foodservice Management
- Two courses to be chosen from:
 - HSP 331 Foodservice Purchasing
 - HSP 332 Beverage Management
 - HSP 333 International Wine Education & Management
 - HSP 334 Contract Foodservice Management
 - HSP 352 Special Event Management
 - HSP 372 Global Hospitality Brand Management
 - HSP 373 International Hospitality Franchising
 - HSP 381 Hospitality Risk Management
 - HSP 398 Special Topics: Hospitality Leadership
 - HSP 399 Independent Study (*with approval*)

Lodging Management

- HSP 340 Lodging Property Management
- Two courses to be chosen from:
 - HSP 341 Resort & Spa Management
 - HSP 342 Time Share Management
 - HSP 343 Casino Management
 - HSP 350 Meeting Management
 - HSP 372 Global Hospitality Brand Management
 - HSP 373 International Hospitality Franchising
 - HSP 381 Hospitality Risk Management
 - HSP 398 Special Topics: Hospitality Leadership
 - HSP 399 Independent Study (*with approval*)

Event Management

- HSP 350 Meeting Management
- Two more courses to be chosen from:
 - HSP 351 Destination Management
 - HSP 352 Special Event Management
 - HSP 353 Exhibition Management

- HSP 354 Meeting & Event Risk Management
- HSP 355 Advanced Meeting Management
- HSP 398 Special Topics: Hospitality Leadership
- HSP 399 Independent Study (*with approval*)

Non-Profit Hospitality Leadership

- HSP 339 Non-Profit Foodservice Management
- HSP 349 Non-Profit Accommodation, Safety and Security
- HSP 331 Foodservice Purchasing

Hospitality Leadership Specializations

A student majoring in Hospitality Leadership must select and complete at least one Hospitality Leadership specialization totaling at least 12.0 hours as part of the major requirements.

Leadership

- MGT 360 Leadership
- HSP 382 Managing with Hospitality Unions
- One more course chosen from
 - MGT 320 Training and Career Development
 - MGT 322 The Management & Measurement of Quality
 - MGT 361 Organizational Development
 - MGT 373 Creativity & Entrepreneurship

Entrepreneurship

- Two courses chosen from:
 - MGT 360 Leadership
 - MGT 370 Business Plan Development
 - MGT 373 Creativity & Entrepreneurship,
- One more course chosen from the list above or:
 - MGT 345 Service Sector Management
 - MGT 393 Internship & Management Consulting Program
 - HSP 399 Independent Study (*with approval*)
 - MKT 352 New Product Management
 - MKT 377 Fundamentals of Sales and Networking

Hospitality Real Estate

- Required:

- RE 350 Real Estate Analysis
- Two courses to be chosen from:
 - RE 300 Real Estate Law
 - RE 320 Planning and Public Policy
 - RE 352 Real Estate Finance
 - RE 353 Real Estate Investment
 - RE 354 Real Estate Valuation
 - RE 398 Special Topics in Real Estate (*multiple topics may be used*)

Revenue Management

- HSP 360 Hospitality Pricing
- HSP 361 Yield Management
- One more course chosen from:
 - HSP 362 Global Distribution Systems
 - HSP 371 Customer Relationship Management

Sales Leadership

- MKT 377 Fundamentals of Sales and Networking
- MKT 379 Leadership in Sales Organizations
- MKT 383 Advanced Valuations for Business

Virtual Marketing

- HSP 371 Customer Relationship Management
- MKT 395 Interactive/Internet Marketing
- MKT 398 Special Topics: Social Media

*Information found on school website

"Hospitality Leadership." *Major*. Web. 04 Mar. 2012.

<<http://www.depaul.edu/academics/undergraduate/majors/Pages/hospitality.aspx>>.

Appendix: Form D

EASTERN ILLINOIS UNIVERSITY

Requirements

- BUS 1950 - Computer Concepts and Applications for Business. Credits: 3
- BUS 2101 - Financial Accounting. Credits: 3
- FCS 1000 - Foundations of Family and Consumer Sciences. Credits: 2
- FCS 2000 - Family Perspectives. Credits: 3
- FCS 2244 - Consumer Textiles: Care and Production. Credits: 3
- FCS 3000 - Family Resource Management. Credits: 3
- FCS 4000 - Professional Focus of Family and Consumer Sciences. Credits: 2
- FCS 4275 - Internship. Credits: 3 to 9

Hospitality Management Concentration

49 semester hours required.

- BIO 1004G - Practical Microbiology. Credits: 3
- (Counted in General Education)
- BUS 2750 - Legal and Social Environment of Business. Credits: 3
- ECN 2801G - Principles of Macroeconomics. Credits: 3
- (Counted in General Education)
- FCS 1120 - Food Selection and Preparation. Credits: 3
- FCS 1121 - Food Service Sanitation. Credits: 1
- FCS 2700 - The Hospitality Industry. Credits: 3
- FCS 2740 - Lodging Operations. Credits: 3
- FCS 2780 - Culinary Pricing and Conversions Credits: 1
- FCS 3784 - Commercial Quantity Food Production. Credits: 5
- FCS 3786 - Hospitality Operations and Cost Control. Credits: 3

Additional 15 hours from the following:

- FCS 2100 - Nutrition in a Global Society. Credits: 3
- FCS 2784 - Hospitality Sales and Service. Credits: 3
- FCS 3340 - Club Management. Credits: 3
- FCS 3370 - Ethical Issues in Hospitality Management. Credits: 3
- FCS 3740 - Professional Hospitality Meeting Management. Credits: 3
- FCS 4275 - Internship. Credits: 3 to 9
- FCS 4320 - Destination Management. Credits: 3
- FCS 4340 - Conventions and Trade Shows. Credits: 3
- FCS 4345 - Advanced Lodging Administration. Credits: 3
- FCS 4350 - Dining Room Management. Credits: 3
- FCS 4940 - Food Systems Management. Credits: 3
- REC 3310 - Travel and Tourism. Credits: 3

*Information found on school website

"Eastern Illinois University Homepage." *Eastern Illinois University*. Web. 04 Mar. 2012.

<<http://www.eiu.edu/famsci/bachelor.php>>.

Appendix: Form E

ILLINOIS STATE UNIVERSITY

Recreation and Park Administration Program

— 61 total hours required.

— 40 hours in core courses: KNR 170, 171, 270, 271, 275, 298.30, 298.36, 370, 376, 380, 398.30, 398.36.

— 9 hours in sequence courses: KNR 374, 378.30, 382.

— 12 hours in interdisciplinary courses selected with advisement from the following cognate groups: event management, outdoor and environmental education, youth, recreation sports, park planning, enterprise management, and non-profit management.

Certification Opportunity:

Students graduating from this program are immediately eligible to sit for the examination to become a Certified Leisure Professional.

170 INTRODUCTION TO LEISURE AND RECREATION 3 sem. hrs.

171 RECREATION LEADERSHIP 3 sem. hrs.

175 LEISURE IN SOCIETY 3 sem. hrs.

270 RECREATION FOR PEOPLE WITH DISABILITIES 3 sem. hrs.

271 RECREATION PROGRAMMING 3 sem. hrs.

275 PLANNING AND DESIGN OF RECREATION FACILITIES 3 sem. hrs.

298.30 PROFESSIONAL PRACTICE: INTERNSHIP AND COOPERATIVE EDUCATION IN RECREATION AND PARK ADMINISTRATION 2 sem. hrs.

298.36 PROFESSIONAL PRACTICE PREPARATION SEMINAR IN RECREATION AND PARK ADMINISTRATION 1 sem. hr.

351 TOURISM AND SPECIAL EVENTS 3 sem. hrs.

354 CONTEMPORARY ISSUES IN THE SPORT INDUSTRY 3 sem. hrs.

370 ADMINISTRATION OF LEISURE SERVICE ORGANIZATIONS 3 sem. hrs.

371 OUTDOOR RECREATION 3 sem. hrs.

374 ADVANCED RECREATION PROGRAMMING 3 sem. hrs.

376 EVALUATING AGENCY SERVICES 3 sem. hrs.

377 PRACTICES AND ISSUES IN RECREATION AND TOURISM 3 sem. hrs.

378.30 PROFESSIONAL ISSUES IN RECREATION AND PARK ADMINISTRATION 3 sem. hrs.

380 ADMINISTRATION OF HUMAN RESOURCES IN LEISURE SERVICES 3 sem. hrs.

381 SPECIAL STUDIES IN RECREATION, TOURISM, AND SPORT 1-3 sem. hrs.

382 LEGAL ASPECTS OF RECREATION AND KINESIOLOGY 3 sem. hrs.

398.30 PROFESSIONAL PRACTICE: INTERNSHIP/COOPERATIVE EDUCATION IN RECREATION AND PARK ADMINISTRATION 12 sem. hrs.

398.36 PROFESSIONAL PRACTICE SEMINAR 1 sem. hr.

*Information found on school website

"Recreation and Park Administration." *School of Kinesiology and Recreation*. Web. 04 Mar. 2012.

<http://kinrec.illinoisstate.edu/rec_park_admin/>.

Appendix: Form F**SOUTHERN ILLINOIS UNIVERSITY- CARBONDALE****Bachelor of Science Degree in Hospitality and Tourism Administration, College of Agricultural Sciences**

<i>University Core Curriculum Requirements</i>	41
Including: Psychology 102, Economics 113.	
<i>Requirements for Major in Hospitality and Tourism Administration</i>	79
<i>Professional Core Requirement</i>	21
Accounting 210; Information Management Systems 229 or Computer Science 200B; Paralegal 305; Management 304; Marketing 304; Psychology 323 or 420; Educational Psychology 402 or Agribusiness Economics 318 or Mathematics 282 or Psychology 211 or Sociology 308.	
<i>Hospitality and Tourism Core Requirement</i>	30
Hospitality and Tourism Administration (HTA) 202, 206, 360, 371, 380, 400, 430, 435, 440, and 461.	
<i>Hospitality and Tourism Specializations (select one)</i>	9-10
<i>Food Service Management:</i> Students in this option will be able to use principles of foodservice and restaurant management to assess, analyze and apply practices within the industry. HTA 335, 373, 460.	
<i>Event Planning and Management:</i> Students in this option will be able to use principles of event planning and management to assess, analyze and apply practices within the industry. HTA 250, 460, 465.	
<i>Lodging Management:</i> Students in this option will be able to use principles of hotel and lodging management to assess, analyze and apply practices within the industry. HTA 372, 465, 473.	
<i>Tourism Management:</i> Students in this option will be able to use principles of travel and tourism administration to assess, analyze and apply practices within the industry. HTA 302, 445, 451.	
<i>Approved Electives</i>	18-19
<i>Total</i>	120

Certificate in Event Planning and Management

The certificate program is meant to enhance the marketability of students who wish to pursue careers in meeting and event planning. Enrollment in Hospitality and Tourism Administration is not required to complete the certificate program. While the certificate itself does not lead to a degree, all courses can be counted in the Event Planning and Management specialization and approved electives toward the Hospitality and Tourism Administration degree. Students not wishing to pursue a baccalaureate must complete the unclassified undergraduate application.

<i>Requirements for certificate in event planning and management</i>	18
Hospitality and Tourism Administration (HTA) 250, 255, 350, 355, 450, 455.	

Courses (HTA)

156-3 Fundamentals of Foods.

202-3 Introduction to Hospitality and Tourism.
206-1 Food Service Sanitation. (Same as HND 206)
250-3 Introduction to Professional Event Coordination
255-3 Trade Show Management.
302-3 Dimensions of Tourism.
335-3 Beverage Management.
350-3 Event Entertainment and Production.
355-3 Sports Event Management.
360-4 Quantity Food Production.
361-3 Hospitality Development.
363-3 Purchasing.
371A-3 Field Experience.
371B-3 Field Experience.
371C-6 Field Experience.
372-3 Front Office Management.
373-3 Food and Labor Cost Control
380-3 Hospitality Human Resources.
400-1 Senior Seminar.
421A-3 Developments in Hospitality-Food.
421B-3 Developments in Hospitality-Lodging.
421C-3 Developments in Hospitality-Travel.
430-3 Managerial Accounting for the Hospitality Industry.
435-3 Hospitality Marketing Management.
440-3 Hospitality Risk Management.
445-3 Sustainable Tourism Planning and Development.
450-3 Event Marketing and Sponsorships.
451-3 Destination Management.
455-3 Event Risk Management and Safety.
460-4 Food Service Management.
461-3 Service Organization and Management
465-3 Convention Management and Services.
473-3 Hotel Administration.

*Information found on school website

"Hospitality and Tourism." *Home*. Web. 05 May 2012. <http://coas.siu.edu/default2.asp?active_page_id=331>.

Appendix: Form G**UNIVERSITY OF ILLINOIS AT URBANA CHAMPAIGN****Hospitality Management Concentration**

Hours	Social and Behavioral Sciences
	Select from:
4	PSYC 100 - Intro to Psych or PSYC 103 - Intro to Experimental Psych
3-4	ACE 100 - Agr Cons and Resource Econ or ECON 102—Microeconomic Principles
4	SOC 100 - Introduction to Sociology

Hours	Hospitality Management Concentration Required
3	ACCY 200--Fundamentals of Accounting
3	ACE 161 - Microcomputer Applications
2	AGED 280 – Training Needs Assessment
4	AGED 300 – Training and Development
2	ANSC 109 - Meat Pricing and Preparation
3	BADM 300 - The Legal Environment of Bus or BADM 301 - Summary of Business Law
3	BADM 310 - Mgmt and Organizational Beh
3	BADM 311 - Individual Behavior in Orgs, BADM 313 - Human Resource Management, or PSYC 245 - Industrial Org Psych
3	BADM 320 - Principles of Marketing
3	FSHN 101 - Intro Food Science & Nutrition
3	FSHN 120 - Contemporary Nutrition
3	FSHN 131 - Introductory Food Laboratory
3	FSHN 140 - Introduction to Hospitality
3	FSHN 145 - Intro Hospitality Management
3	FSHN 332 - Science of Food Systems
4	FSHN 340 - Food Production and Service
3	FSHN 345 - Hospitality Purchasing
1	FSHN 349 - Food Service Sanitation
4	FSHN 293 - Off Campus Internship or 294 - On Campus Internship
3	FSHN 442 - HM Skills and Applications
4	FSHN 443 - Management of Fine Dining

*Information found on school website

"Undergraduate Programs in FSHN." *FSHN*. Web. 05 May 2012. <<http://fshn.illinois.edu/undergraduate>>.

Appendix: Form H**WESTERN ILLINOIS UNIVERSITY****Bachelor of Science—Family and Consumer Sciences**

I. University General Education Curriculum (p. 64).....	43 s.h.
II. Core Courses.....	7 s.h.
FCS 190, 290, 490	
III. Options of Study (select A, B, or C)	
C. Hotel/Restaurant Management (Comprehensive)	
1. Special Courses.....	45 s.h.
FCS 109*, 150, 151, 152, 153, 250, 251, 254, 255, 300*, 353, 354, 451, 453, 454, 458, 459	
2. Directed Electives.....	9 s.h.
Select 9 s.h. from the following courses: FCS 159, 253, 256, 257, 258, 356, 357, 358, 455, 456	
3. Other	
HRM 353.....	3 s.h.
MGT 349.....	3 s.h.
RPTA 110*.....	3 s.h.
4. Open Electives.....	8 s.h.

Course Descriptions**FAMILY AND CONSUMER SCIENCES (FCS)**

- 109 Introduction to Nutrition. (3)
- 150 Introduction to Hospitality Management. (2)
- 151 Principles of Safety, Security and Food Sanitation in Hospitality Operations. (2)
- 152 Principles of Food Preparation. (2)
- 153 Principles of Food Preparation Lab. (1)
- 159 Hospitality Practicum. (3)
- 190 Introduction to Professional Practices. (1)
- 250 Quantity Food Production and Service. (2)
- 251 Quantity Food Production and Service Laboratory. (1)
- 253 Systems Procurement. (2)
- 254 Operation of Lodging Property Systems. (3)
- 255 Front Office Management. (3)
- 256 Bar and Beverage Management. (3)
- 257 Introduction to Club Management. (3)
- 258 Legal Aspects in Hospitality Management. (3)
- 290 Consumer Services. (3)
- 300 Food and Culture. (3)
- 353 Hospitality Financial Systems. (3)
- 354 Hospitality Promotions. (3)
- 356 Catering. (2)
- 357 Professional Experience in Food Service/Lodging Operations. (1–3, repeatable to 3)
- 358 Hospitality Management Travel Studies. (1–6, repeatable to 6)

- 451 Food Service Systems Management. (3)
- 453 Lodging Systems Management. (3)
- 454 Seminar in Hospitality Management. (3, repeatable to 6 on different topics and issues)
- 455 (*cross-listed with RPTA 455*) Casino Operations. (3)
- 456 Independent Study in Hospitality Management. (1–3)
- 458 Pre-Internship in Hospitality Management. (1)
- 459 Hospitality Management Internship. (6)
- 490 Integration of Principles into Professional Practice. (3)

*Information found on school website

"Western Illinois University: Macomb Campus." *Hotel Restaurant Management*. Web. 05 May 2012.

<http://www.wiu.edu/academics/majors/education_and_human_services/hotel-restaurant-management.php>.

Bachelor of Science—Recreation, Park and Tourism Administration

- I. University General Education Curriculum (p. 64).....43 s.h.
- II. Core courses.....39 s.h.
 - RPTA 111, 199, 230, 235, 322†, 323, 376, 397, 398, 399, 482, 499
- III. Electives
 - 1. Departmental (RPTA 110 cannot apply).....10 s.h.
 - 2. Directed Electives or an Approved University Minor.....16–20 s.h.
- IV. Other: STAT 171.....3 s.h.
- V. Open Electives.....8–12 s.h.

Course Descriptions

RECREATION, PARK AND TOURISM ADMINISTRATION (RPTA)

- 110 Concepts of Leisure. (3)
- 111 Introduction to Leisure Services. (3)
- 199 Fieldwork in Leisure Services. (1, repeatable to 2)
- 230 Leadership in Leisure Services. (3)
- 235 (*formerly RPTA 332*) Programming Principles & Applications in Leisure Services. (3)
- 240 Introduction to Camp Leadership. (3)
- 249 Principles of Outdoor Adventure Recreation. (3)
- 251 Introduction to Therapeutic Recreation. (3)
- 270 Introduction to Nonprofit Organizations. (3)
- 322 Administration of Leisure Services I. (3)
- 323 Administration of Leisure Services II. (3)
- 330 Program Planning for People with Physical Disabilities: Community and Educational Services. (3)
- 349 Expedition Planning. (3)
- 351 Therapeutic Recreation Assessment and Evaluation. (3)
- 362 Tourism. (3)
- 366 Commercial Recreation. (3)
- 376 Perspectives in Outdoor Recreation. (3)
- 377 Management of Outdoor Recreation Resources. (3)
- 378 Consortium in Outdoor Recreation. (2)

- 397 Research and Evaluation in Leisure Services. (3)
- 398 Internship Seminar. (1)
- 399 Issues in Leisure Services. (1)
- 422 Advanced Administration of Leisure Services. (3)
- 424 Fund Raising and Volunteerism in Leisure Services. (3)
- 428 Youth and Leisure Services. (3)
- 430 Principles of Recreational Sports. (3)
- 444 Outdoor Education. (3)
- 446 Wilderness Leadership. (3)
- 448 Interpretation of Cultural and Environmental Resources. (3)
- 449 Management of Outdoor Adventure Recreation. (3)
- 450 Traveling Workshop. (1–3, repeatable to 6)
- 451 Principles of Therapeutic Recreation. (3)
- 452 Leisure Services for the Elderly. (3)
- 453 Clinical Therapeutic Recreation Processes. (3)
- 454 Management of Therapeutic Recreation. (3)
- 455 (*cross-listed with FCS 455*) Casino Operations. (3)
- 460 Community Tourism Development. (3)
- 461 Conference and Convention Planning and Management. (3)
- 462 International Tourism. (3)
- 465 Tourism Destination Promotion. (3)
- 466 Resort Management. (3)
- 467 Special Event Planning and Management. (3)
- 470 American Humanics Management Institute: Nonprofit Youth and Human Service Organizations. (0)
- 482 Facility Management. (3)
- 483 Landscape Construction. (3)
- 488 Park Open Space Planning. (3)
- 489 Park Maintenance and Operations Management. (3)
- 490 Independent Study. (1–3, repeatable to 8)
- 499 Internship in Leisure Services. (3)

*Information found on school website

"Western Illinois University: Macomb Campus." *About RPTA*. Web. 05 May 2012.

<<http://www.wiu.edu/coehs/rpta/about.php>>.